

What is Claimed is:

1. A method for performing an internet survey comprising:

(A) deriving a scientifically representative set of respondents from a scientifically derived sample;

5 (b) contacting said respondents;

(c) collecting responses from said respondents on a website wherein said respondents complete a survey on the website; and

(d) using telephone probability sampling standards to conduct said survey.

10 2. The method as set forth in Claim 1, wherein a sample control module is used to operate as a link between at least one Internet web server and a telephonic technology to ensure that scientific sampling standards are being achieved.

15 3. The method as set forth in Claim 1, wherein an Internet-based dialer dials a phone number over the Internet from a given database of telephone numbers, establishes an initial call disposition, and connect a live person with a telemarketer or telephone survey interviewer.

4. The method as set forth in Claim 1, wherein said step of collecting comprises providing a graphic interface which appears on said website for the purposes of collecting responses to questions requiring answers selected from choices including essentially: a) do you strongly agree, b) somewhat agree, c) somewhat disagree, and d) strongly disagree, said answers expressed as a predetermined numerical value;

20 presenting a question to said respondent, with said choices presented spaced along a continuous line with markers indicating said response choices along the line at evenly spaced points; and

having said respondents utilize a mouse-click or a keyboard stroke to indicate their individual response to the question on said line at a desired point.

5 5. The method as set forth in Claim 1, wherein said respondents are selected through sampling of phone numbers, telephone recruiting and screening, website status checks and online data collection.

10 6. The apparatus as set forth in Claim 1, wherein the recruiting and outbound or inbound phone calling of the present invention is conducted through an Internet Based Terminal Interviewing system is created over the World Wide Web in which supervisors and administrators can set up and maintain sampling and recruiting and script and database and any other functions involved in outbound or inbound calling over the Internet; with employees or recruiters or interviewers or others who make the phone calls for such calling also accessing all functions necessary for the recruiting functionalities over the Internet, including logging in to work, having
15 a phone number dialed and being given a script and questions to be read to an individual, and the recording of the responses from that individual, and thus allowing any individual with an Internet terminal to conduct an interview and gather data provided they have Internet access, and no longer requiring Local Area Network or client server based applications.

20 7. The apparatus as set forth in Claim 6 wherein one communications line is used for both the data line transmitting the data over the Internet being used in the Terminal interviewing system noted above and also is used for the Voice data which is transmitted for the phone call conversation, allowing a recruiter to work at a computer station with a headset and have a phone call placed over the Internet to a pre-selected individual without needing a phone line separate
25 from the computer.